

Nidhi Verma

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EXECUTIVE SUMMARY

Management graduate from IIM Lucknow, with 10+ years of overall experience in strategy consulting, Market Research/Competitive intelligence, Business Development, Sales Planning and Process Improvement in Commercial Vehicle (Auto components sector), Energy/O&G Industry.

Educational qualifications

Degree	University	Year	Percentage
PGDM (WMP)	IIM Lucknow – Noida Campus	July'13 - Sep'15	8.48/10
B.E (Electrical)	Maharaja Sayaji Rao University, Baroda	July'04 - June'08	67.81%

Metalsa India Pvt. Limited	Marketing Intelligence & Commercial Specialist	Dec'15 – Till date
Macro Environment Analysis	<ul style="list-style-type: none">Mapping macro-economic indicators relevant to the business and assessing their impact.Monitoring lead/lag/co-incidental indicators for early awareness and identifying co-relation and trends with CV production.Analysing the Political, Environment, Regulatory framework (PESTEL) and assessing its impact and formulating strategy.Prepared report on sales and product mix change impact analysis based on BSIV & BSVI implementation as support to Sales leader.	
Market Intelligence	<ul style="list-style-type: none">Developing dashboard for tracking market share (industry analysis) for OEM as well as competitor based for Medium and Heavy Commercial Vehicle (MHCV) business.Conducting qualitative research (secondary research) and gathering information from Press releases, Industry reports for tracking competitor's developments.Keeping track of market developments (megatrends), customer production and sales data for key product segments.Conducting SWOT / Capacity utilization/ Strategic plan research for business decision.Coordinated special studies related to competitive intelligence and growth opportunities for the region with external consultants for Go to Market strategy (GTM).Coordinated special studies related to Country analysis and growth opportunities for ASEAN region with external consultants for new entry analysis.	
Corporate Strategy Planning	<ul style="list-style-type: none">Organising council meeting (Board Meeting) with Central Strategic planning team and external experts to address strategic concerns and formulating corporate strategic plan.Preparing ASIA region quarterly report for Metalsa Advisory Board meetings at Mexico.Conducting market size studies and developing five-year volume forecast with current business analysis & growth prospects and validating with mathematical modelling (Regression).Developed EAS (Early awareness system) for monthly forecasting Class 8 Truck production.Preparing different scenarios for capacity planning and investment decisions (capex planning) for business expansion plan and outsourcing strategies (Merger/JV) to meet customer future demand.Identifying growth paths and developing Product evolution strategy and Growth roadmap for Go to Market strategy.	
Sales Planning	<ul style="list-style-type: none">Preparing yearly Sales budget for Asia region – India +Thailand.Performing variance analysis/Gap analysis of Sales Forecast Vs Actual monthly.Providing short term forecast (3 months) for Raw material Planning and Monthly sales plan as a support to operations team.Conducting quantitative sales analysis and identifying key metrics/indicators to track/report to management.Performing product mix analysis by analysing cost structure on different parameters, identifying most profitable product segment.	

Sales (Account Handling)	<ul style="list-style-type: none"> Handling OEM account of 15M USD Sales - providing quote (which includes costing of product), Price negotiation, co-ordinating production orders and dispatches. Follow up for Account receivables Additional savings 30KUSD generated due to price negotiation for Steel price & Value addition increase and equipment amortization recovery. Preparing Negotiation strategies for Commercial Price increase, Inflation price increase and LTA's discussion with customers. Monitoring and improving Customer satisfaction KPI by taking regular Voice of Customer (VOC).
New Business Development	<ul style="list-style-type: none"> Preparing Business case for new product development with existing customer – RFQ (Scope) analysis, Feasibility study, Pricing/Time to market/Quality benchmarking/Capex analysis. Developing contacts with new prospects (OEM's) and sharing our capabilities and technological roadmap in order to convert new business orders. Co-ordinating in supplying protos order, quote and dispatches. Participating in HDTruck Pune event (Automotive Megatrends), Commercial Vehicle conferences organised by ACMA & SIAM. Organising Technical Seminars and Tech show product display in collaboration with Technical Team. Prepared Facility Fact Sheet and Brochures for Tech Show.
International Assignments	<ul style="list-style-type: none"> Participated in Asia region quarterly roadmap review in Bergneustadt, Germany. Presented Customer strategy & Growth opportunities. Two weeks training at Metalsa Roanoke -USA & Metalsa Apodaca - Mexico units for alignment with SBU and quicker integration into Metalsa Family. Participated in High Level Commercial Discussion with Customer at Metalsa Thailand factory.

Alstom Projects India Ltd	Senior Engineer	July 2008- Sept 2015															
Process Improvement	<ul style="list-style-type: none"> Lean and Six Sigma Green Belt Project holder “Reduction of Quality issues in Neutral Point Cubicle” (NPC); saved 12.4 kilo Euros by using tools like Kano Model, Ishikawa Diagram, Process Map, Prioritization matrix, CTC tree and Stakeholder analysis. Cycle time reduction (Cost Saving) in executing the Electrical Modules Work Package using Value Stream mapping technique. Global Lesson Learned (LL) document for NPC by analysing Non-conformance reports (NCRs) and Experience Response System (ERS). Global Work Instructions for Electrical Modules & NPC packages used in Project Execution. Partnered with customer Change Management team for Product Transformation workshops. 																
Sales Planning (tendering)	<ul style="list-style-type: none"> Technical Tender Analysis – Bid analysis based on cost, delivery time and quality parameters. Responsible for Gap Analysis, identifying technical deviations and related potential risks. Developed risk mitigation plans for discussion with customers. System Requirement Document (SyRS) as per stakeholder input, contract commitments and International standards like IEC, IEEE, ANSI etc. Co-ordinating in Pre-bid supporting activities and negotiation with supplier and providing input to PCDB (Project Cost Database) for electrical equipment costing. <table> <tr> <th>Equipment Handled:-</th><th>Supplier Handled</th><th>Amount in Euros</th></tr> <tr> <td>- Neutral Point Cubicle</td><td>- C&S India, Alfa Standard Italy</td><td>60 Kilo Euros</td></tr> <tr> <td>- MV/LV Switchgears</td><td>- ABB sro, Czech Republic</td><td>2 Million Euros</td></tr> <tr> <td>- MV/LV Transformers</td><td>- Hyundai, Bulgaria</td><td>1.5 Million Euros</td></tr> <tr> <td>- Electrical Modules</td><td>- Gfoeller, Austria</td><td>1.05 Million Euros</td></tr> </table>	Equipment Handled:-	Supplier Handled	Amount in Euros	- Neutral Point Cubicle	- C&S India, Alfa Standard Italy	60 Kilo Euros	- MV/LV Switchgears	- ABB sro, Czech Republic	2 Million Euros	- MV/LV Transformers	- Hyundai, Bulgaria	1.5 Million Euros	- Electrical Modules	- Gfoeller, Austria	1.05 Million Euros	
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Strategy execution (P-30 ideas)	<ul style="list-style-type: none"> Technical and commercial viability analysis for low-cost vendor identification and product qualification with a Business case of 10K Euros per transformer sourced through LCC. Prepared techno-commercial report for sourcing MV switchgear System (12KV) through low - cost countries (LCC) with identified business case of 100 K Euros. Creation of Cost driver file and competitive benchmarking of various equipment's. Vendor qualification responsibility around NCR region improving the Existing Vendor base & removal of existing operational inefficiencies by RCA (Root cause Analysis – 5 Why analysis). 																
Market Research	<ul style="list-style-type: none"> Carried out market research on Intelligent Electronic Device (IED) relays for MV Breaker/feeder protection to analyse various protection functions offered by Vendor and their cost impact. Carried out research whether to use Vacuum CB or Vacuum contactor to supply for motor feeder 6kV 330kw based on technical as well as commercial impact analysis. Technical feasibility analysis for using Current sensors instead of conventional current 																

	transformers for MV Incomer/Outgoing feeder 12 KV System.
International Assignments	<ul style="list-style-type: none"> Carried out market research for using Aluminium instead of Copper for MV/LV single core and multi core cables to assess commercial impact. Visited Supplier workshop in Bergamo, Italy conducted FAT and reviewed the Quality report. Visited Module Assembly Workshop in Dottingen, Switzerland and carried out inspection of Modules Assembly, Internal Cabling and Internal Earthing. Participated in Kick off Meeting as well as performed FAT at ABB Brno PPMV, Czech Republic for MV Switchgear Package.
Recognitions	<p>Consistently awarded with Instantaneous Recognition Awards for various initiatives:</p> <ul style="list-style-type: none"> ✓ By Business Head for Environment Health and Safety (EHS) Initiative, 2010. ✓ By Business Head & Unit Director for the theme of Business level Communication, 2011. ✓ By HOD for the Exceptional contribution in Neutral Point Cubicle Work packages, 2013. ✓ By Regional VP for exceptional contribution on ERS project. Created Global Work Instruction. ✓ Completed Project Management Training conducted by ESI International.
ADDITIONAL INFORMATION	
Event Management	<ul style="list-style-type: none"> ✓ Hosted the EHS Quiz for creating EHS awareness in the Gas products (India) department. ✓ Organized painting competition for Employees kids.
Paper Presentation	<ul style="list-style-type: none"> Algorithm Development in New Relaying Techniques - Presented in a National Level Conference "Advances in Power System and Energy Management"
O&G/Energy Customers International projects Handled	<ul style="list-style-type: none"> Tuas CCPP (Singapore) 1XKA26-SS (400 MW) Client : Tuas Power Generation Pte. Ltd., Singapore. Port Harcourt (Nigeria) 2XGT13E2 (360 MW) Client : ENI Saipem El Sauz (Mexico) 1XGT24 (287 MW) Client : COMISIÓN FEDERAL DE ELECTRICIDAD (CFE), Mexico. Al-Mansurya (Iraq) 4XGT13E2 (800 MW) Client : Ministry of Electricity, Iraq. Zubair (Iraq) 4XGT13E2 Ongoing Client : ENI Exploration and Production Division. Karaha Indonesia – 1X30 MW Nett – Geothermal Ongoing Client : Pt. Pertamina Geothermal Energy, Indonesia.
Automotive OEMS Customers	<ul style="list-style-type: none"> Tata Motors Limited, Daimler India Commercial Vehicle, Volvo India Private Limited, Volvo Thailand, KAMAZ, SCANIA
Trainings	
	<ul style="list-style-type: none"> One Month Training on Power Plant Familiarization and Site Visits at Dadri, Badarpur Thermal Power Station by Project Management Institute (NTPC), Noida. Summer Training at IOCL Gujarat Refinery, as a Vocational Trainee in June 2007. Industrial Visit to Sardar Sarovar Power Station Site and Ukai Power Station Site. Attended various soft skills trainings like Presentation skills, Communication skills, Time Management skills and Leadership training etc.
IT Skills	SPSS- Hypothesis testing, Cluster analysis, Conjoint analysis, Discriminant analysis, Factor analysis, Anova, Regression analysis, Time Series Forecasting, R-studio, Minitab, Think Cell, Power BI and MS Office.